

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST 1978

	EVENING 7:00-11:00 PM										
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM
											Regular Special(3) Total(3)
HOUSEHOLDS % AVG. AUD.	15.6	16.5	15.9	13.6		13.0	15.7	15.0	13.2	15.0	14.4 12.1
NO. OF PROGRAMS†	4	11	22	3	IFR	11	20	29	27	35	62 12 74

	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME			
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chi- dren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD.	6.7	9.9	6.6	7.2	6.0		6.1	7.2	6.7	4.3	6.8	6.1	6.4
NO. OF PROGRAMS†	5	3	12	14	10	IFR	15	12	27	36	4	9	13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 13, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	ONE DAY AT A TIME	22.3	16,260	8	FANTASY ISLAND	19.2	14,000
2	THREE'S COMPANY	21.7	15,820	10	BARNABY JONES	19.1	13,920
3	ALICE	20.9	15,240	11	NBC MONDAY NIGHT MOVIES	18.8	13,710
4	M*A*S*H	20.2	14,730	12	LOU GRANT	18.7	13,630
5	CHARLIE'S ANGELS#	20.0	14,580	13	ALL IN THE FAMILY	18.1	13,190
6	STARSKY AND HUTCH#	19.8	14,430	14	QUINCY, M.E.	18.0	13,120
7	LAVERNE AND SHIRLEY	19.4	14,140	15	HAWAII FIVE-O	17.8	12,980
8	CARTER COUNTRY	19.2	14,000				

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1978 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)							
•EVENING																																																
ABC FRIDAY NIGHT MOVIE						36	190	190	99	98	A	13.7	28	999	BIG EVENT						42	205	204	99	99	A	14.1	26	1028	SUN.						9.00P	120	NBC	FV	32	210	204	99	97	B	18.6	31	1356
1 FRI.											B	16.7	30	1217	BIONIC WOMAN											A	12.6	30	919	SAT.						8.00P	60	NBC	A					B	15.2	30	1108	
2 FRI.														BLACK SHEEP SQUADRON						2	181	178	93	92	A	9.0	21	656	FRI.						8.00P	60	NBC	A					B	9.0	21	656		
ABC MONDAY NIGHT BASEBALL						8	190	189	99	99	A	13.2	24	962	BOB NEWHART SHOW						32	180	170	97	94	A	10.0	25	729	SAT.						8.00P	30	CBS	CS					B	14.5	29	1057	
1 MON.											B	13.0	25	948	CAROL BURNETT SHOW						7	177	177	91	95	A	9.1	19	663	ABC NEWS CLOSEUP(S)														B	10.2	22	744	
2 MON.														CARTER COUNTRY						13	195	192	98	97	A	19.2	34	1400	1 THU.						10.00P	60	ABC	DN					B	19.3	34	1407		
ABC NEWSBRIEF-MON(B)							112		67		A	7.8	14	569	CBS EVENING NEWS-CRONKITE						210	199	200	99	99	A	11.2	28	816	1 MON.						10.27P	1	ABC	N					B	13.9	29	1013	
ABC NEWSBRIEF-M-F						215	185	181	97	96	A	14.3	27	1042	CBS EVENING NEWS						31	153	169	88	88	A	8.3	22	605	TU & W						9.58P	1	ABC	N					B	9.0	20	656	
1 THU.											B	17.5	29	1276	CBS FAMILY FILM CLASSICS						8		174		97	A	10.2	21	744	2 MON.						10.39P	1					B	10.1	21	736			
2 MON.														CBS FRIDAY NIGHT MOVIE						20	181		97			A	8.8	18	642	FRI.						9.00P	120	CBS	FF					B	15.2	27	1108	
ABC SATURDAY COMEDY SPEC.						6	183		90		A	7.1	18	518	1 FRI.																																	

1 SAT.	8.00P	60	ABC	CS							B	8.9	23	649	CBS SAT. NEWS-SCHIEFFER	42	139	151	86	88	A	8.2	24	598
ABC SUMMER MOVIE					7		181	94			A	15.6	29	1137	SAT. 6.30P	30	CBS	N			B	10.1	23	736
2 THU.	9.30P	90	ABC	FF							B	16.0	30	1166	CBS SATURDAY NIGHT MOVIE	9	171	175	93	94	A	9.1	19	663
															SAT. 9.00P	120	CBS	FF			B	11.4	25	831
ABC SUNDAY NIGHT MOVIE					33	197	195	99	99		A	16.2	30	1181	CBS TUESDAY NIGHT MOVIES	21	175	178	96	97	A	11.8	22	860
1 SUN.	9.00P	120	ABC	FF							B	19.7	33	1436	1 TUE.	8.30P	150	CBS	FF		B	15.5	27	1130
2 SUN.	9.00P	115													2 TUE.	9.00P	120							
ABC WORLD NEWS TONIGHT					25	198	199	99	99		A	8.1	20	590	CBS WEDNESDAY NIGHT MOVIE	32	185	187	95	97	A	12.1	22	882
M-F	6.30P	30	ABC	N							B	7.7	19	561	WED.	9.00P	120	CBS	FF		B	17.0	28	1239
ABC WRLD NEWS TONIGHT-SAT					30		117	67			A	3.0	9	219										
2 SAT.	6.30P	30	ABC	N							B	4.9	12	357	CHARLIE'S ANGELS	39	209		99		A	20.0	37	1458
ALICE					36	197	196	97	99		A	20.9	38	1524	1 WED.	9.00P	60	ABC	PD		B	23.4	38	1706
SUN.	9.30P	30	CBS	CS							B	21.9	35	1597	CHIPS	11		204		98	A	13.5	29	984
															2 THU.	8.00P	60	NBC	OP		B	13.3	28	970
ALL IN THE FAMILY					40	195	193	98	99		A	18.1	35	1319										
SUN.	9.00P	30	CBS	CS							B	22.4	36	1633	DR SEUSS-HORTON HEARS-WHO(S)		196		98		A	9.1	22	663
BABY, I'M BACK					10	179	178	94	92		A	9.1	21	663	1 FRI.	8.00P	30	CBS	EA					
SAT.	8.30P	30	CBS	CS							B	9.7	24	707	DR. SEUSS-THE LORAX(S)		197		99		A	9.5	22	693
															1 FRI.	8.30P	30	CBS	EA					
BARBARA WALTERS SUMMER SP(S)					200			99			A	15.9	28	1159										
2 WED.	10.00P	60	ABC	DN											EIGHT IS ENOUGH	38	199	198	99	99	A	16.3	35	1188
BARNABY JONES					34	189	195	97	99		A	19.1	35	1392	WED.	8.00P	60	ABC	CS		B	19.9	34	1451
THU.	10.00P	60	CBS	PD							B	20.0	36	1458	FAMILY(S)			196		99	A	12.2	28	889
															2 SAT.	8.00P	60	ABC	GD					
BARNEY MILLER					39	199	200	98	99		A	15.3	29	1115										
THU.	9.00P	30	ABC	CS							B	19.9	33	1451	FANTASY ISLAND	20	192	199	96	99	A	19.2	39	1400
BIG EVENT TUE.					23	203	193	97	97		A	14.3	27	1042	SAT. 10.00P	60	ABC	A			B	19.8	39	1443
1 TUE.	8.00P	180	NBC	FV							B	17.3	29	1261	GOOD TIMES	9	182	182	96	96	A	17.0	32	1239
2 TUE.	9.00P	120													MON.	8.30P	30	CBS	CS		B	14.8	29	1079

LITTLE HOUSE-PRAIRIE MON. 8.00P 90 NBC GD	39	216	210	99	99	A 16.9 32 1232	FRI. 8.30P 30 ABC CS					B 11.7 27 853
						B 21.5 35 1567	OPERATION:RUNAWAY 2 THU. 10.00P 60 NBC GD	1	183	96		A 10.6 20 773
LOU GRANT MON. 10.00P 60 CBS GD	19	200	201	98	99	A 18.7 33 1363						B 10.6 20 773
LOVE BOAT SAT. 9.00P 60 ABC CS	25	190	196	96	99	A 17.5 37 1276	POLICE WOMAN WED. 10.00P 60 NBC OP	9	185	194	96	A 15.4 28 1123
						B 20.2 39 1473	PROJECT U.F.O. SUN. 8.00P 60 NBC SF	15	206	202	99	B 13.8 26 1006
M*A*S*H MON. 9.00P 30 CBS CS	24	196	198	99	99	A 20.2 36 1473						A 15.4 33 1123
NBC MONDAY NIGHT MOVIES MON. 9.30P 90 NBC FF	40	206	206	99	99	B 23.2 37 1691	QUINCY, M.E. FRI. 10.00P 60 NBC OP	38	207	202	99	B 18.4 33 1341
						B 18.8 33 1371	R.BROCKELMAN: PRIVATE EYE 2 THU. 9.00P 60 NBC PD	1	180	93		A 18.0 36 1312
NBC NEWS UPDATE-M-F MON. 9.28P 1 NBC N	207	166	164	82	83	A 11.0 22 802						B 18.8 34 1371
1 TUE. 8.57P 1						B 14.6 24 1064	RHODA 1 SUN. 8.30P 30 CBS CS	32	189	192	98	A 12.1 22 882
1 WED. 9.07P 1							2 SUN. 8.00P 30					B 12.1 22 882
1 TH & F 8.58P 1							ROCKFORD FILES(S) 1 THU. 9.00P 120 NBC PD		181	93		A 13.0 28 948
2 TUTHF 8.58P 1												B 18.2 31 1327
2 WED. 9.09P 1							ROCKFORD FILES FRI. 9.00P 60 NBC PD	37	204	201	98	A 14.2 26 1035
NBC NEWS UPDATE-SAT. SAT. 8.58P 1 NBC N	42	175	172	89	87	A 10.7 25 780	SHIP-SHAPE(S) 1 TUE. 8.00P 30 CBS CS		169	94		A 15.1 31 1101
						B 14.7 28 1072						B 17.4 31 1268
NBC NEWS UPDATE-SUN. 1 SUN. 8.57P 2 NBC N	42	180	176	89	89	A 14.8 30 1079						A 7.9 17 576
2 SUN. 8.58P 1						B 17.0 27 1239	SINATRA AND FRIENDS(S) 2 WED. 9.00P 60 ABC GV		206	99		A 16.8 30 1225
NBC NIGHTLY NEWS-SAT. 1 SAT. 6.40P 20 NBC N	40	151	136	84	78	A 5.6 16 408	60 MINUTES SUN. 7.00P 60 CBS DN	45	203	206	99	A 16.0 39 1166
2 SAT. 6.30P 30						B 7.3 17 532						B 21.9 40 1594

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PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
SPARROW(S)						170		96		A	11.6	24	846	2 WED. 11.30P 70														
2 FRI. 10.00P 60 CBS PD														2 FRI. 11.30P 96														
STARKY AND HUTCH						196		98		A	19.8	37	1443	LATE MOVIE II						114	165	164	91	90	A	4.5	26	328
1 WED. 10.00P 60 ABC OP										B	19.2	34	1400	1 TUE. 1.14A 28 CBS FF							B					4.5	28	328
SWITCH						183	180	94	96	A	17.4	32	1268	1 WED. 12.39A 56														
SUN. 10.00P 60 CBS PD										B	18.6	35	1356	1 THU. 12.07A 69														
TABITHA						192	193	98	95	A	12.0	29	875	2 TUE. 1.11A 33														
FRI. 8.00P 30 ABC CS										B	11.2	28	816	2 WED. 12.40A 61														
THREE'S COMPANY						210	206	99	99	A	21.7	41	1582	2 THU. 12.07A 52														
TUE. 9.00P 30 ABC CS										B	26.6	42	1939	MIDNIGHT SPECIAL						42	191	192	98	98	A	3.7	27	270
TUT: THE BOY KING(S)						203		95		A	11.1	24	809	FRI. 1.00A 90 NBC PC							B					3.6	26	262
1 THU. 8.00P 60 NBC DO														NBC LATE NIGHT MOVIE						42	115	114	65	63	A	2.7	15	197
20/20						203	202	99	99	A	13.6	25	991	1 SUN. 12.15A 122 NBC FF							B					3.7	17	270
TUE. 10.00P 60 ABC DN										B	12.9	24	940	2 SUN. 11.30P 119														
WALTONS						200	201	97	99	A	12.9	28	940	PGA CHAMPIONSHIP-FRI(S)											173		92	
THU. 8.00P 60 CBS GD										B	18.4	31	1341	1 FRI. 11.30P 30 ABC SE							A					3.7	11	270
WEDNESDAY MOVIE OF-WEEK						191	198	92	99	A	13.9	27	1013	POLICE STORY-MON						8	174	175	97	96	A	5.1	25	372
WED. 8.00P 120 NBC FF										B	13.9	27	1013	1 MON. 12.04A 62 ABC OP							B					5.1	24	372
WELCOME BACK,KOTTER						194	196	98	99	A	12.4	28	904	2 MON. 12.04A 53														
														POLICE STORY-WED						29	173	175	96	97	A	6.4	23	467
														WED. 11.30P 64 ABC OP							B					6.4	25	467

THU. 8.00P 30 ABC CS						B	18.0	32	1312	SATURDAY NIGHT	30	203	202	98	97	A	9.8	32	714
WHAT'S HAPPENING THU. 8.30P 30 ABC CS	11	186	189	97	98	A	14.1	29	1028	1 SAT. 11.30P 79 NBC GV						B	9.7	32	707
WONDER WOMAN 2 FRI. 8.00P 60 CBS SF	37		188		97	B	15.7	31	1145	2 SAT. 11.30P 82						A	7.9	26	576
						A	13.1	31	955	SOAP-MON MON. 11.30P 34 ABC CS	9	171	171	96	96	B	7.5	25	547
WONDERFUL WORLD OF DISNEY SUN. 7.00P 60 NBC FV	40	210	211	99	99	B	14.6	27	1064	SOAP-TUE TUE. 11.30P 34 ABC CS	8	171	169	96	96	A	8.5	29	620
						A	12.2	29	889	STARKY AND HUTCH-11:30 THU. 11.30P 67 ABC OP	28	175	173	97	97	B	7.6	25	554
•LATE FRINGE						B	15.5	28	1130							A	7.5	26	547
ABC WEEKEND REPORT-SAT. SAT. 11.00P 15 ABC N	42	150	150	87	90	A	8.1	18	590	STREETS OF SAN FRANCISCO(S) 2 THU. 12.37A 47 ABC OP	25		162		95	B	7.0	27	510
						B	7.8	17	569							A	5.0	28	365
ABC WEEKEND REPORT-SUN. SUN. 11.00P 15 ABC N	40	153	153	93	93	A	7.0	15	510	TOMA 1 THU. 12.37A 37 ABC OP	168	161		95		A	3.7	22	270
BARETTA-11:30PM 1 FRI. 12.00P 65 ABC OP	39	155	161	92	93	B	6.0	14	437							B	4.2	26	306
2 FRI. 11.30P 65						A	4.6	17	335	TOMORROW SHOW M-TH 1.00A 45 NBC CC	210	173	172	97	97	A	2.5	18	182
						B	6.8	22	496			212	211	99	99	B	2.6	21	190
CBS SUNDAY NEWS-BRADLEY SUN. 11.00P 15 CBS N	42	133	132	78	78	A	8.0	17	583	TONIGHT SHOW 1 M & W 11.30P 75 NBC GV						A	8.7	32	634
LATE MOVIE I 1 MON. 11.30P 94 CBS FF	200	164	162	91	89	B	7.7	17	561	1 TUE. 11.30P 76						B	8.1	31	590
1 TUE. 11.30P 104						A	6.4	25	467	1 THU. 11.30P 77									
1 WED. 11.30P 69						B	6.3	26	459	1 FRI. 11.30P 78									
THU. 11.30P 37										2 MON. 11.30P 81									
1 FRI. 11.30P 99										2 TU-TH 11.30P 75									
2 MON. 11.30P 99										2 FRI. 11.30P 76									
2 TUE. 11.30P 101										TUESDAY MOVIE OF THE WEEK 1 TUE. 12.04A 71 ABC FF	8	171	170	96	96	A	4.4	21	321
																B	4.0	22	292

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PROGRAM NAME										PROGRAM NAME									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
WEEKEND DAYTIME CONT'D																			
ABC WIDE WORLD-SPORTS SAT	35	205	185	99	99	A	6.1	20	445	GREAT GRAPE APE	42	96	95	65	64	A	3.6	19	262
1 SAT. 3.30P 120 ABC SA						B	9.3	25	678	SUN. 11.00A 30 ABC CA	25	191	184	98	97	B	3.2	16	233
2 SAT. 5.00P 90										HONG KONG PHOOEY SAT. 8.00A 30 NBC CA						A	1.6	22	117
ALL NEW SUPERFRIENDS I SAT. 8.30A 30 ABC CA	6	191	188	99	98	A	3.3	31	241							B	2.7	25	197
ALL NEW SUPERFRIENDS II SAT. 9.00A 30 ABC CA	6	191	188	99	98	B	3.2	30	233	IN THE NEWS- 8.26AM SAT. 8.26A 3 CBS N	41	194	188	99	96	A	2.4	23	175
AMERICAN BANDSTAND '78 1 SAT. 12.30P 60 ABC PC	39	170		88		A	4.5	30	328	IN THE NEWS- 8.56AM SAT. 8.56A 3 CBS N	34	193	189	95	93	B	3.1	23	226
ANIMALS, ANIMALS, ANIMALS SUN. 11.30A 30 ABC CL	42	144	144	83	85	B	4.3	29	313	IN THE NEWS- 9.56AM SAT. 9.56A 3 CBS N	35	198	196	99	99	A	3.6	26	262
BAGGY PANTS & THE NITWITS SAT. 11.00A 30 NBC CA	24	199	176	97	82	A	5.2	25	379	IN THE NEWS- 10.26AM SAT. 10.26A 3 CBS N	44	199	196	99	99	B	4.7	27	343
BATMAN/TARZAN ADV I SAT. 10.30A 30 CBS CA	35	192	193	99	99	B	5.1	21	372	IN THE NEWS- 10.56AM SAT. 10.56A 3 CBS N	44	191	192	99	99	A	7.1	36	518
BATMAN/TARZAN ADV II SAT. 11.00A 30 CBS CA	35	193	196	99	99	A	3.1	17	226	IN THE NEWS- 11.26AM SAT. 11.26A 3 CBS N	44	193	196	99	99	B	8.8	38	642
BUGS BUNNY/ROAD RUNNER 1 SAT. 9.00A 30 CBS CA	35	199	174	99	85	B	3.0	15	219	IN THE NEWS- 11.56AM 1 SAT. 11.56A 3 CBS N	42	194		99		A	7.5	35	547
						A	6.7	32	488	IN THE NEWS- 12.26PM 1 SAT. 12.26P 3 CBS N	43	192		99		B	8.3	34	605
						B	8.5	35	620							A	6.2	30	452
						A	4.9	31	357							B	7.6	31	554
						B	6.5	32	474							A	6.8	33	496
																B	8.1	33	590

BUGS BUNNY/ROAD RUNNER 2 SAT. 9.30A 30 CBS CA	35	199	197	99	99	A	6.7	35	488	IN THE NEWS- 12.56PM 1 SAT. 12.56P 3 CBS N	41	192		96		A	5.5	25	401
BUGS BUNNY/ROAD RUNNER 3 SAT. 10.00A 30 CBS CA	35	199	196	99	99	B	8.2	36	598	IN THE NEWS- 1.26PM 1 SAT. 1.26P 3 CBS N	38	162		84		B	6.4	26	467
CBS SAT. FILM FESTIVAL 1 SAT. 1.30P 30 CBS CL	36	161		87		A	7.7	36	561							A	5.2	24	379
CBS SPORTS SPECTACULAR 1 SAT. 4.30P 90 CBS SA	39	155		88		B	9.0	38	656	IN THE NEWS- 1.56PM 1 SAT. 1.56P 3 CBS N	39	161		87		B	5.1	20	372
DYNAMUTT DOG WONDER SAT. 8.00A 30 ABC CA	6	188	183	98	98	A	4.3	20	313	IN THE NEWS- 9.26AM SUN. 9.26A 3 CBS N	43	60	62	51	54	A	3.9	18	284
FACE THE NATION SUN. 11.30A 30 CBS CC	42	185	188	99	99	B	4.2	17	306	IN THE NEWS- 9.56AM SUN. 9.56A 3 CBS N	43	61	60	54	53	B	4.1	16	299
FAT ALBERT AND COSBY KIDS 1 SAT. 12.00N 30 CBS CA	25	192		99		A	5.0	17	365	INT'L GRAND PRIX TENNIS(S) 1 SUN. 1.30P 150 CBS SE		168		91		A	1.3	10	95
GHOST BUSTERS SUN. 9.00A 30 CBS CL	43	60	62	51	54	B	6.6	19	481	ISSUES AND ANSWERS SUN. 12.00N 30 ABC CC	44	174	184	96	98	B	1.5	11	109
GO GO GLOBETROTTERS I SAT. 8.30A 30 NBC CA	25	200	198	99	99	A	2.2	30	160	JABBERJAW SUN. 10.30A 30 ABC CA	42	91	85	61	61	A	2.6	14	190
GO GO GLOBETROTTERS II SAT. 9.00A 30 NBC CA	25	200	199	99	99	B	6.1	27	445	KROFFT SUPERSHOW '78 I 1 SAT. 11.30A 30 ABC CL	4	179		91		B	2.7	13	197
GO GO GLOBETROTTERS III SAT. 9.30A 30 NBC CA	25	201	180	99	86	A	.9	8	66	KROFFT SUPERSHOW '78 II 1 SAT. 12.00N 30 ABC CL	4	179		91		A	3.0	17	219
GO GO GLOBETROTTERS IV SAT. 10.00A 30 NBC CA	25	201	180	99	86	B	1.2	9	87	LAND OF THE LOST 1 SAT. 12.00N 30 NBC CL	23	179		88		B	2.7	14	197
						A	4.2	21	306	MEET THE PRESS SUN. 12.30P 30 NBC CC	42	198	194	99	98	A	5.7	29	416
						B	6.1	27	445							B	5.1	25	372
						A	.9	8	66							A	5.4	27	394
						B	1.2	9	87							B	5.1	24	372
						A	4.9	28	357							A	4.8	24	350
						B	5.8	27	423							B	4.5	21	328
						A	4.8	24	350							A	3.0	17	219
						B	5.5	24	401							B	3.2	16	233

SCHOOLHOUSE ROCK-11.25AM	6	192	188	99	99	A	6.3	28	459
SAT. 11.25A 4 ABC CA						B	5.8	27	423
SCHOOLHOUSE ROCK-12.25PM	8	179		91		A	4.7	23	343
1 SAT. 12.25P 4 ABC CA						B	4.3	21	313
SCHOOLHOUSE ROCK-10.55AM	42	91	85	61	61	A	3.1	18	226
SUN. 10.55A 4 ABC CA						B	2.9	15	211
SCHOOLHOUSE ROCK-11.55AM	42	144	144	83	85	A	3.1	16	226
SUN. 11.55A 4 ABC CA						B	3.0	14	219
SCOOBY'S-LAFF-LYMPICS I	6	195	170	99	85	A	3.7	21	270
SAT. 9.30A 30 ABC CA						B	3.8	21	277
SCOOBY'S-LAFF-LYMPICS II	6	195	190	99	99	A	4.8	23	350
SAT. 10.00A 30 ABC CA						B	5.1	25	372
SCOOBY'S-LAFF-LYMPICS III	6	195	190	99	99	A	6.2	29	452
SAT. 10.30A 30 ABC CA						B	6.5	30	474
SCOOBY'S-LAFF-LYMPICS IV	6	192	188	99	99	A	7.0	31	510
SAT. 11.00A 30 ABC CA						B	6.6	31	481
SECRETS OF ISIS	24	194		99		A	5.0	25	365
1 SAT. 11.30A 30 CBS CL						B	6.4	28	467
SPACE ACADEMY	25	192		96		A	5.4	25	394
1 SAT. 12.30P 30 CBS CL						B	6.2	27	452
SPACE SENTINELS	23	188		92		A	4.3	22	313
1 SAT. 11.30A 30 NBC CA						B	4.6	21	335
SPEED BUGGY	25	194	190	95	93	A	3.2	25	233
SAT. 8.30A 30 CBS CA						B	3.9	24	284

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. JUL. 31, 1978

		TIME																			EVE. MON. JUL. 31, 1978	
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00				
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)					19,320 26.5															
		AVERAGE AUDIENCE (Households (000) & %)					10,280															
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					14.1 27 10.3	10.5* 22 *		13.3* 26 *		14.5* 27 *		15.9* 28 *			16.5* 29 *					
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					13,780 18.9		13,270 18.2		16,260 22.3		18,440 25.3		16,550 22.7							
		AVERAGE AUDIENCE (Households (000) & %)					The Jeffersons (R)		Good Times (R) (OP)		M [°] A [°] S [°] H (R)		One Day at a Time (R)		Lou Grant (R)							
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12,030 16.5 34 15.6		12,030 16.5 31 17.4		14,140 19.4 35 18.5		16,110 22.1 38 20.2		13,340 18.3 33 18.5		18.3* 32 * 18.1	18.2* 33 *				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					17,500 24.0						18,740 25.7									
		AVERAGE AUDIENCE (Households (000) & %)					11,450						12,980									
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					15.7 30 12.5	13.2* 27 *		16.1* 31 *		17.9* 32 *	17.8 31 16.5	16.2* 28 *			18.1* 31 *		19.0* 35 *			
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)					17,420 23.9															
		AVERAGE AUDIENCE (Households (000) & %)					8,970															
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12.3 22 9.8	10.0* 20 *		11.9* 22 *		12.1* 21 *		13.1* 23 *			14.7* 26 *					
	CBS TV	TOTAL AUDIENCE (Households (000) & %)					14,220 19.5		13,710 18.8		17,420 23.9		17,500 24.0		18,010 24.7							
		AVERAGE AUDIENCE (Households (000) & %)					The Jeffersons (R)		Good Times (R) (OP)		M [°] A [°] S [°] H (R)		One Day at a Time (R)		Lou Grant (R)							
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					12,540 17.2 35 16.7		12,760 17.5 32 17.1		15,240 20.9 36 20.2		16,330 22.4 39 21.5		13,920 19.1 34 19.7		19.4* 34 * 19.1	18.9* 34 *				
	NBC TV	TOTAL AUDIENCE (Households (000) & %)					18,520 25.4						20,480 28.1									
		AVERAGE AUDIENCE (Households (000) & %)					13,190						14,360									
		SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					18.1 34 14.3	15.2* 31 *		18.3* 34 *		20.8* 36 *	19.7 35 17.9	18.0* 31 *		19.9* 35 *		21.1* 38 *				
TV HOUSEHOLDS USING TV		WK 1	43.4	44.2	44.3	46.3	47.2	50.3	51.8	53.2	55.0	57.0	57.2	58.7	57.5	57.6	55.9	54.1				
(See Def. 1)		WK 2	43.8	44.1	44.4	45.7	47.6	50.4	53.1	55.0	57.2	58.4	57.0	57.9	57.7	57.4	55.4	54.4				

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

VARIOUS DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) FILL, ABC, (10:28-11:00PM)(SUS.). (2) SPORTS FILL, ABC, (10:40-11:00PM)(SUS.).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. AUG. 1, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	TOTAL AUDIENCE (Households (000) & %)					14,140 19.4		16,400 22.5		17,860 24.5		15,820 21.7		14,220 19.5				
	ABC TV							Happy Days (R)	Laverne and Shirley (R)	Three's Company (R)	Carter Country (OP)	20/20						
	AVERAGE AUDIENCE (Households (000) & %)					12,170 16.7		14,510 19.9		16,180 22.2		14,140 19.4		10,130 13.9		14.5*		13.3*
	SHARE OF AUDIENCE %					37		40		42		35		26		27 *		25 *
	AVG. AUD. BY ¼ HR. %					15.7	17.8	19.2	20.5	21.3	23.1	20.0	18.8	14.9	14.1	13.6		12.9
K 1	TOTAL AUDIENCE (Households (000) & %)					6,780 9.3		15,970 21.9										
	CBS TV							Ship-Shape (8:00-8:30PM)		CBS Tuesday Night Movies (OP) "THE RUSSIANS ARE COMING, THE RUSSIANS ARE COMING" (8:30-11:00PM)(R)								
	AVERAGE AUDIENCE (Households (000) & %)					5,760 7.9		7,290 10.0		7.1*		8.3*		9.9*		11.6*		13.1*
	SHARE OF AUDIENCE %					17		19		14 *		16 *		18 *		21 *		25 *
	AVG. AUD. BY ¼ HR. %					8.0	7.8	7.0	7.2	8.0	8.7	9.8	9.9	11.5	11.7	12.3		13.9
1	TOTAL AUDIENCE (Households (000) & %)					20,920 28.7												
	NBC TV									(OP)	Big Event "CONTRACT ON CHERRY STREET" (8:00-11:00PM)(R)							
	AVERAGE AUDIENCE (Households (000) & %)					10,860 14.9												
	SHARE OF AUDIENCE %					29	11.3*		12.7*		13.9*		16.1*		17.6*		17.8*	
	AVG. AUD. BY ¼ HR. %					11.3	11.4	12.3	13.1	13.9	13.9	15.9	16.2	17.3	18.0	18.4		17.2

W E K 2	TOTAL AUDIENCE (Households (000) & %)					15,160 20.8		15,240 20.9		17,280 23.7		15,450 21.2		14,000 19.2				
	ABC TV							Happy Days (R)	Laverne and Shirley (R)	Three's Company (R)	Carter Country (OP)	20/20						
	AVERAGE AUDIENCE (Households (000) & %)					12,830 17.6		13,710 18.8		15,380 21.1		13,780 18.9		9,620 13.2		13.8*		12.6*
	SHARE OF AUDIENCE %					38		37		40		34		24		25 *		24 *
	AVG. AUD. BY ¼ HR. %					16.2	19.1	18.6	19.1	20.5	21.7	19.0	18.9	14.6	13.1	12.6		12.6
2	TOTAL AUDIENCE (Households (000) & %)					10,940 15.0				16,990 23.3								
	CBS TV							CBS Family Film Classics "CHARLOTTE'S WEB" Pt. 1 (8:00-9:00PM)(R)			(OP)	CBS Tuesday Night Movies "HELL BOATS" (9:00-11:00PM)						
	AVERAGE AUDIENCE (Households (000) & %)					7,440 10.2		9.1*		11.4*		10,280 14.1		13.0*		15.4*		15.6*
	SHARE OF AUDIENCE %					21		20 *		22 *		26		23 *		27 *		30 *
	AVG. AUD. BY ¼ HR. %					9.0	9.1	11.0	11.8	12.4	12.3	12.7	13.2	15.3	15.4	15.5		15.6
2	TOTAL AUDIENCE (Households (000) & %)					9,550 13.1				16,910 23.2								
	NBC TV									Just for Laughs (8:00-9:00PM)	(OP)	Big Event "DEADLY GAME" (9:00-11:00PM)(R)						
	AVERAGE AUDIENCE (Households (000) & %)					6,270 8.6		8.2*		9.1*		9,770 13.4		12.2*		15.5*		16.2*
	SHARE OF AUDIENCE %					18		18 *		18 *		23		22 *		28 *		31 *
	AVG. AUD. BY ¼ HR. %					7.8	8.5	9.1	9.2	9.4	10.3	11.8	12.5	14.9	16.1	17.1		15.2
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		41.9	42.5	42.1	44.1	44.8	46.2	48.7	50.3	52.6	54.2	55.3	55.9	54.2	54.1	53.3	51.1	
WK 2		41.6	40.4	40.2	43.3	45.4	47.9	50.1	51.2	52.5	54.3	55.1	56.4	56.4	56.0	53.9	51.6	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. AUG. 2, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)					14,510 19.9				19,250 26.4				17,790 24.4				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					10,720 14.7	13.3*			14,580 20.0	18.8*			14,430 19.8	19.3*			20.4*
SHARE OF AUDIENCE %					32	30 *			33 *	36 *			39 *	37			39 *
AVG. AUD. BY 1/4 HR. %					12.7	13.9	15.6		17.6	19.9	20.9		21.7	21.3*	19.3	20.3	20.4
TOTAL AUDIENCE (Households (000) & %)					10,420 14.3				14,290 19.6								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					7,000 9.6	9.1*			7,220 9.9	10.8*			10,430 14.4	9.8*			8.6*
SHARE OF AUDIENCE %					21	20 *			21 *	20 *			19 *	18 *			16 *
AVG. AUD. BY 1/4 HR. %					8.9	9.3	10.1		11.0	10.6	10.7		10.1	9.4	8.8		8.4
TOTAL AUDIENCE (Households (000) & %)					16,040 22.0								13,120 18.0				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					8,970 12.3	10.7*			12,550 17.5	13.2*			10,210 14.0	12.8*			15.1*
SHARE OF AUDIENCE %					25	24 *			26 *	25 *			24 *	24 *			29 *
AVG. AUD. BY 1/4 HR. %					10.3	11.2	12.0		12.9	13.2	13.1		12.8	13.3	14.9		15.3

TOTAL AUDIENCE (Households (000) & %)					17,790 24.4				17,200 23.6				14,650 20.1				
ABC TV																	
AVERAGE AUDIENCE (Households (000) & %)					12,980 17.8	16.3*			12,250 16.8	17.1*			11,590 15.9	15.8*			16.0*
SHARE OF AUDIENCE %					38	36 *			30	31 *			28	28 *			29 *
AVG. AUD. BY 1/4 HR. %					15.3	17.2	18.6		17.5	16.6	16.3		16.6	16.2	16.8		15.2
TOTAL AUDIENCE (Households (000) & %)					9,480 13.0				17,640 24.2								
CBS TV																	
AVERAGE AUDIENCE (Households (000) & %)					6,200 8.5	7.9*			10,350 14.2	11.8*			13,330 18.6	16.2*			15.7*
SHARE OF AUDIENCE %					18	18 *			25	22 *			23 *	29 *			28 *
AVG. AUD. BY 1/4 HR. %					8.0	7.9	8.7		11.4	12.3	12.9		13.6	16.1	15.7		15.6
TOTAL AUDIENCE (Households (000) & %)					20,190 27.7								15,160 20.8				
NBC TV																	
AVERAGE AUDIENCE (Households (000) & %)					11,230 15.4	12.1*			13,550 18.8	17.6*			12,170 16.7	16.1*			17.3*
SHARE OF AUDIENCE %					30	27 *			27 *	32 *			32 *	28 *			31 *
AVG. AUD. BY 1/4 HR. %					11.6	12.5	13.2		13.8	17.2	17.9		18.4	16.4	16.7		18.0
TV HOUSEHOLDS USING TV	43.4	43.0	42.7	43.9	43.7	45.3	47.9	49.2	51.4	54.2	54.9	54.9	53.4	52.7	52.8	52.4	
(See Def. 1)	43.1	43.3	43.1	43.7	44.2	45.6	48.8	51.0	53.9	55.5	56.9	57.2	56.7	56.5	55.8	54.5	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. AUG. 3, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)						11,370 15.6		12,030 16.5		11,880 16.3		9,330 12.8		9,910 13.6				
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,040 12.4 28 11.2		10,790 14.8 31 14.2		10,210 14.0 27 14.2		8,160 11.2 20 11.3		7,000 9.6 17 9.9		9,9* 18* 9.9		9.2* 17* 8.9
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)						13,190 18.1				15,750 21.6				17,130 23.5				
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,700 13.3 29 10.6		11,7* 14.9* 26* 12.8		12,250 16.8 32 14.6		15,3* 30* 15.9		18,3* 33* 18.8		13,850 19.0 35 17.7		19,7* 36* 19.9
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)						11,810 16.2				16,770 23.0								
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)						8,090 11.1 24 12.0		11,4* 25* 10.8		10,7* 22* 11.1		11,4* 22* 11.8		13,0* 24* 13.2		16,2* 29* 16.8		16,3* 30* 15.8
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		

TOTAL AUDIENCE (Households (000) & %)						10,570 14.5		10,280 14.1		13,560 18.6		16,990 23.3						
ABC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,040 12.4 28 11.9		9,770 13.4 28 12.9		12,100 16.6 31 16.3		11,370 15.6 29 13.9		14,0* 25* 14.1		16,3* 30* 16.4		16,5* 31* 16.8
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)						12,170 16.7				17,790 24.4				17,500 24.0				
CBS TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,110 12.5 27 11.0		11,4* 26* 11.8		13,630 18.7 34 15.8		16,8* 32* 17.7		20,6* 37* 20.9		14,000 19.2 36 19.4		19,4* 36* 19.4
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TOTAL AUDIENCE (Households (000) & %)						12,760 17.5				11,590 15.9				10,280 14.1				
NBC TV																		
AVERAGE AUDIENCE (Households (000) & %)						9,840 13.5 29 12.3		12,6* 28* 13.0		14,4* 30* 14.3		8,820 12.1 22 11.6		11,5* 23* 11.5		12,6* 23* 12.2		7,730 10.6 20 10.1
SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %																		
TV HOUSEHOLDS USING TV						41.4	41.8	40.1	41.5	43.7	45.9	47.4	49.6	51.0	52.4	53.9	55.7	55.0
(See Def. 1)						40.4	42.2	41.9	43.0	43.3	45.8	46.9	50.0	52.2	53.7	55.0	56.5	55.0
WK 1																		
WK 2																		

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. AUG. 4, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,230 15.4		11,080 15.2		17,710 24.3								
AVERAGE AUDIENCE (Households (000) & %)					9,480 13.0	Tabitha (R)	9,700 13.3	Operation Peticoat (R)	11,450 15.7								
SHARE OF AUDIENCE %					32		31		32								
AVG. AUD. BY ¼ HR. %					12.3	13.7	13.0	13.6	14.9	15.2*	15.5	15.3	15.9	16.2	16.3	15.9	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					8,600 11.8	Dr. Seuss- Horton Hears A Who (8:00-8:30PM)(R)	8,160 11.2	Dr. Seuss- The Lorax (8:30-9:00PM)(R)	11,740 16.1								
AVERAGE AUDIENCE (Households (000) & %)					6,630 9.1		6,930 9.5		6,420 8.8								
SHARE OF AUDIENCE %					22		22		18	8.2*			7.8*		9.2*		10.1*
AVG. AUD. BY ¼ HR. %					9.6	8.5	9.1	10.0	8.3	8.0	7.8		7.8	9.0	18*	9.4	20*
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,640 14.6				15,670 21.5				16,690 22.9				
AVERAGE AUDIENCE (Households (000) & %)					7,220 9.9	Black Sheep Squadron (R)			11,880 16.3	Rockford Files (R)			13,850 19.0		18.1*		19.9*
SHARE OF AUDIENCE %					24	9.2*			34	15.2*			37		35*		39*
AVG. AUD. BY ¼ HR. %					8.9	9.5	10.1	11.3	14.8	15.5	17.1	17.8	17.8	18.3	19.4	20.4	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					9,480 13.0		9,190 12.6		14,070 19.3								
AVERAGE AUDIENCE (Households (000) & %)					8,020 11.0	Tabitha (R)	8,160 11.2	Operation Peticoat (R)	8,750 12.0								
SHARE OF AUDIENCE %					27		25		25	10.7*			11.4*		13.0*		12.8*
AVG. AUD. BY ¼ HR. %					10.4	11.6	11.2	11.1	10.7	23*	10.9		23*	13.0	27*	13.1	27*
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					13,410 18.4	Wonder Woman (R)			13,850 19.0	Incredible Hulk (R)			12,030 16.5				
AVERAGE AUDIENCE (Households (000) & %)					9,550 13.1		12,010 15.1		11,010 15.1				8,460 11.6		11.9*		11.3*
SHARE OF AUDIENCE %					31	29*	32*		32	14.4*			32*		24*		24*
AVG. AUD. BY ¼ HR. %					11.3	12.7	14.2	14.4	13.9	15.0	15.9	15.7	12.2	11.5	11.1	11.5	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					8,020 11.0				12,760 17.5				15,750 21.6				
AVERAGE AUDIENCE (Households (000) & %)					5,900 8.1	Black Sheep Squadron (R)			10,130 13.9	Rockford Files (R)			12,390 17.0		16.4*		17.6*
SHARE OF AUDIENCE %					19	8.1*			29	12.9*			36		34*		38*
AVG. AUD. BY ¼ HR. %					8.3	7.9	7.9	8.5	12.2	13.7	14.6	15.2	16.3	16.5	17.4	17.8	
TV HOUSEHOLDS USING TV																	
WK 1	36.9	37.4	37.9	39.4	40.0	41.0	41.7	44.2	46.4	47.5	49.1	50.1	50.8	51.5	52.2	50.0	
WK 2	37.9	39.4	39.8	41.0	40.8	42.1	43.5	44.6	45.4	47.2	48.7	50.4	49.3	48.1	47.3	46.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
E																	
K																	
1																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					7,580 10.4				15,240 20.9				16,180 22.2				
AVERAGE AUDIENCE (Households (000) & %)					5,180 7.1				11,520 15.8				12,680 17.4				
SHARE OF AUDIENCE %					18				34				36				
AVG. AUD. BY 1/4 HR. %					6.5				12.7				16.8				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					8,240 11.3			8,460 11.6			11,370 15.6						
AVERAGE AUDIENCE (Households (000) & %)					7,140 9.8			7,140 9.8			5,900 8.1						
SHARE OF AUDIENCE %					25			24			17						
AVG. AUD. BY 1/4 HR. %					9.9			9.7			7.8						
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,760 17.5				15,450 21.2								
AVERAGE AUDIENCE (Households (000) & %)					10,350 14.2				9,770 13.4								
SHARE OF AUDIENCE %					35				29								
AVG. AUD. BY 1/4 HR. %					12.7				13.9								

W																	
E																	
K																	
2																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					12,390 17.0				17,500 24.0				19,900 27.3				
AVERAGE AUDIENCE (Households (000) & %)					8,890 12.2				14,000 19.2				15,240 20.9				
SHARE OF AUDIENCE %					28				40				42				
AVG. AUD. BY 1/4 HR. %					10.9				16.9				20.4				
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					8,380 11.5			7,070 9.7			12,390 17.0						
AVERAGE AUDIENCE (Households (000) & %)					7,360 10.1			6,120 8.4			7,360 10.1						
SHARE OF AUDIENCE %					24			19			21						
AVG. AUD. BY 1/4 HR. %					10.2			8.2			8.5						
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					10,500 14.4				10,860 14.9								
AVERAGE AUDIENCE (Households (000) & %)					7,950 10.9				7,140 9.8								
SHARE OF AUDIENCE %					25				20								
AVG. AUD. BY 1/4 HR. %					10.0				9.1								
TV HOUSEHOLDS USING TV WK 1	36.2	36.2	37.2	38.3	38.7	40.4	40.9	42.0	43.6	46.0	47.0	46.7	47.1	47.7	48.2	48.0	
(See Def. 1) WK 2	35.2	37.7	38.2	39.6	41.2	42.4	43.2	44.7	45.5	47.7	49.5	50.7	50.7	50.6	49.6	48.9	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

EVE. SAT. AUG. 12, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. AUG. 6, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)	15,530 21.3						9,840 13.5		15,020 20.6		16,990 23.3		16,690 22.9				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	11,520 15.8						8,460 11.6		12,760 17.5		15,160 20.8		12,470 17.1				
	SHARE OF AUDIENCE %	38						24		34		38		32				
	AVG. AUD. BY ¼ HR. %	14.5	15.7	16.6	16.5			11.1	12.1	16.2	18.9	20.1	21.5	17.2	16.9	17.3	16.9	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	9,550 13.1						11,960 16.4		12,170 16.7								
	SHARE OF AUDIENCE %	31						35		36								
	AVG. AUD. BY ¼ HR. %	11.0	12.2	14.0	15.1	15.0	16.1	16.7	17.8	19.7	16.3	16.4	15.9	17.4	17.5	17.5	17.1	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	4,750 12.0						11,450 15.7		19,390 26.6								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	6,420 8.8						9,040 12.4		13,630 18.7								
	SHARE OF AUDIENCE %	22						27		35								
	AVG. AUD. BY ¼ HR. %	8.3	8.4	9.0	9.5	11.0	12.1	12.9	13.5	16.4	17.9	18.9	18.7	19.4	19.6	20.0	19.2	
	TOTAL AUDIENCE (Households (000) & %)	15,020 20.6						12,170 16.7		12,100 16.6		15,380 21.1		17,060 23.4		16,770 23.0		
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)	11,740 16.1						10,500 14.4		10,570 14.5		13,630 18.7		15,310 21.0		12,900 17.7		
	SHARE OF AUDIENCE %	39						33		30		36		38		32		
	AVG. AUD. BY ¼ HR. %	15.1	16.2	16.6	16.4	14.2	14.6	13.9	15.1	17.9	19.4	20.1	21.9	17.6	17.3	17.6	18.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)	8,160 11.2						10,420 14.3		8,380 11.5								
	SHARE OF AUDIENCE %	27						31		21								
	AVG. AUD. BY ¼ HR. %	9.6	11.1	11.7	12.5	13.1	13.7	14.9	15.5	11.2	10.9	10.9	10.7	11.6	12.0	12.4	12.1	
TV HOUSEHOLDS USING TV WK 1		39.8	41.1	42.8	43.9	44.5	45.6	46.6	48.8	51.2	52.9	54.0	55.4	55.0	54.3	54.4	52.8	
(See Def. 1) WK 2		38.5	40.8	41.5	42.5	42.8	45.3	46.9	49.4	50.5	52.4	54.3	55.4	54.5	55.0	55.7	54.3	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
W E E K 1	ABC TV	ABC Weekend Report-Sunday																	
	TOTAL AUDIENCE (Households (000) & %)	5,690 7.8																	
	AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3																	
	SHARE OF AUDIENCE %	16																	
2	CBS TV	CBS Sunday News-Bradley																	
	TOTAL AUDIENCE (Households (000) & %)	5,610 7.7								7,360 10.1									
	AVERAGE AUDIENCE (Households (000) & %)	5,390 7.4								4,810 6.6									
	SHARE OF AUDIENCE %	16								26									
1	NBC TV	NBC Late Night Movie																	
	TOTAL AUDIENCE (Households (000) & %)							3,720 5.1		9,990 13.7								2,700 3.7	
	AVERAGE AUDIENCE (Households (000) & %)							2,040 2.8		5,900 8.1								2,040 2.8	
	SHARE OF AUDIENCE %							19		30								20	
W E E K 2	ABC TV	ABC Weekend Report-Sunday																	
	TOTAL AUDIENCE (Households (000) & %)	5,180 7.1																	
	AVERAGE AUDIENCE (Households (000) & %)	4,880 6.7																	
	SHARE OF AUDIENCE %	15																	
1	CBS TV	CBS Sunday News-Bradley																	
	TOTAL AUDIENCE (Households (000) & %)	6,490 8.9								7,290 10.0									
	AVERAGE AUDIENCE (Households (000) & %)	6,200 8.5								4,450 6.1									
	SHARE OF AUDIENCE %	18								23									
2	NBC TV	NBC Late Night Movie																	
	TOTAL AUDIENCE (Households (000) & %)							4,520 6.2		11,080 15.2								2,260 3.1	
	AVERAGE AUDIENCE (Households (000) & %)							1,820 2.5		6,710 9.2								1,680 2.3	
	SHARE OF AUDIENCE %							12		34								16	
TV HOUSEHOLDS USING TV		WK 1	47.5	42.0	33.3	29.6	26.4	22.1	19.1	32.9	29.9	26.6	24.1	20.8	18.7	16.4	14.4	12.7	
		WK 2	47.9	39.5	30.3	26.8	23.6	21.4	18.6	33.4	30.7	27.3	24.5	21.3	19.1	16.1	14.6	12.5	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Good Morning, America ————— (Participating) (Co-op) (Participating)																
		2,110 2.9 2,990 4.1 1,600 2.2 2,410 3.3 22 21 3.2 3.4 2.1 2.3																
		1,820 2.5 3,500 4.8 3,350 4.6 5,100 7.0 (Co-op) ————— CBS Morning News ————— (Participating) ————— Captain Kangaroo ————— 1,090 1.5 2,040 2.1* 3.4* 2,700 4,300 16 15* 19 15* 22* 3.7 5.9 1.4 1.4 1.6 1.8 2.3 3.1 3.7 3.5 4.1 5.6 6.1																
1	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Today Show ————— (Participating) (Co-op) (Participating)																
		3,500 4.8 3,500 4.8 3,790 5.2 4,590 6.3 2,920 4.0 2,840 3.9 33 29 3.8 4.0 4.0 4.0																
		Card Sharks Hollywood Squares (I) 3,210 4.4 3,790 5.2 24 25 27 4.1 4.7 5.2 5.3																
W E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Good Morning, America ————— (Participating) (Co-op) (Participating)																
		1,900 2.6 2,840 3.9 1,460 2.0 2,330 3.2 20 20 3.0 3.4 1.9 2.2																
		1,600 2.2 3,500 4.8 3,060 4.2 5,320 7.3 (Co-op) ————— CBS Morning News ————— (Participating) ————— Captain Kangaroo ————— 1,020 1.4 1,970 2.7 3.4* 2,550 4,520 16 15* 18 15* 21* 3.5 6.2 1.4 1.4 1.5 1.7 2.4 3.2 3.6 3.2 3.8 5.9 6.5																
2	CBS TV	TOTAL AUDIENCE (Households (000) & %) { AVERAGE AUDIENCE (Households (000) & %) { SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																
		(Co-op) ————— Today Show ————— (Participating) (Co-op) (Participating)																
		3,570 4.9 3,720 5.1 3,570 4.9 4,230 5.8 2,920 4.0 3,060 4.2 34 30 4.3 4.1 3.9 4.0																
		Card Sharks Hollywood Squares (I) 2,990 4.1 3,500 4.8 22 22 27 3.8 4.5 4.7 4.8																
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)		4.5	6.0	7.5	8.6	10.0	11.7	12.9	14.3	15.6	17.5	18.7	19.0	18.7	20.0	21.1	22.1	
WK 2		4.7	6.3	7.5	8.6	10.1	11.9	13.5	14.5	15.4	16.9	18.2	18.9	19.1	21.0	21.8	22.6	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page 8.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 31-AUG. 4, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	7,580 10.4		8,310 11.4		5,320 7.3		6,490 8.9		9,260 12.7				7,510 10.3				
ABC TV																	
Average Audience (Households (000) & %)	6,490 8.9		7,220 9.9		4,590 6.3		5,610 7.7		6,930 9.5				5,760 7.9				
Share of Audience %	38		40		25		30		36				35				
Avg. Aud. by 1/4 Hr. %	8.4		9.7		6.1		7.7		9.6				7.7				
TOTAL AUDIENCE (Households (000) & %)	5,250 7.2		4,810 6.6		6,420 8.8		5,760 7.9				7,220 9.9					6,490 8.9	
CBS TV																	
Average Audience (Households (000) & %)	4,370 6.0		4,010 5.5		5,610 7.7		5,030 6.9				5,320 7.3					5,030 6.9	
Share of Audience %	26		22		30		27				27					26	
Avg. Aud. by 1/4 Hr. %	6.0		5.3		7.5		7.0		6.9		6.7		7.1		7.5	7.1	7.0
TOTAL AUDIENCE (Households (000) & %)	4,370 6.0		5,690 7.8		4,810 6.6				2,480 3.4		6,340 8.7					4,670 6.4	
NBC TV																	
Average Audience (Households (000) & %)	3,860 5.3		4,740 6.5		2,700 3.7		3,9* 5.3		2,110 2.9		4,670 6.4					4,300 5.9	
Share of Audience %	23		27		15		15*		11		24					23	
Avg. Aud. by 1/4 Hr. %	5.2		5.3		4.1		3.7		2.9		6.0		6.2*		6.7	5.8	5.9

TOTAL AUDIENCE (Households (000) & %)	8,020 11.0		8,680 11.9		5,180 7.1		6,270 8.6		8,820 12.1				7,140 9.8				
ABC TV																	
Average Audience (Households (000) & %)	6,780 9.3		7,510 10.3		4,450 6.1		5,390 7.4		6,710 9.2				5,390 7.4				
Share of Audience %	38		40		23		29		34				27				
Avg. Aud. by 1/4 Hr. %	8.5		10.0		6.0		7.5		9.3				6.9				
TOTAL AUDIENCE (Households (000) & %)	5,610 7.7		5,320 7.3		6,420 8.8		6,270 8.6				7,650 10.5					7,000 9.6	
CBS TV																	
Average Audience (Households (000) & %)	4,470 6.4		4,370 6.0		5,830 8.0		5,470 7.5				5,980 8.2					5,390 7.4	
Share of Audience %	27		23		30		29				30					27	
Avg. Aud. by 1/4 Hr. %	6.2		5.9		7.8		7.4		7.6		8.0		7.9		8.5	7.5	7.5
TOTAL AUDIENCE (Households (000) & %)	4,310 5.9		5,540 7.6		4,880 6.7				2,700 3.7		6,420 8.8					5,250 7.2	
NBC TV																	
Average Audience (Households (000) & %)	3,790 5.2		4,670 6.4		2,620 3.6		4,0* 5.3		2,190 3.0		4,880 6.7					4,670 6.4	
Share of Audience %	22		25		14		15*		11		25					24	
Avg. Aud. by 1/4 Hr. %	5.2		5.3		4.1		3.9		3.0		6.2		6.3*		7.0	6.4	6.5

TV HOUSEHOLDS USING TV WK 1	23.1	24.3	24.6	25.2	25.5	26.3	25.6	26.0	26.0	26.2	26.0	26.4	26.0	26.6	26.2	26.5
WK 2	23.9	25.2	25.3	26.2	26.2	26.5	25.4	26.0	25.9	26.1	26.3	26.5	26.7	27.1	27.3	27.8

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.). (2) "NBC NEWS UPDATE", (SUS.). (3) "POPE PAUL VI REPORT", ABC, WED., (12:35-2:00PM)(SUS.). (4) "CBS NEWS SPECIAL REPORT", CBS, WED., (1:00-1:53PM)(SUS.). (5) "POPE PAUL VI REPORT", NBC, WED., (1:00-1:50PM)(SUS.).

DAY MON.-FRI. AUG. 7-11, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. JUL. 31-AUG. 4, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	7,580 10.4				5,180 7.1										6,930 9.5				
	ABC TV	General Hospital										Edge of Night							ABC World News Tonight	
	AVERAGE AUDIENCE (Households (000) & %)	5,830 8.0				4,370 6.0										5,830 8.0				
	SHARE OF AUDIENCE %	29		7.7*		29*		21								20				
	AVG. AUD. BY 1/4 HR. %	7.7		7.7		8.3		8.3		6.1						7.9		8.1		
	TOTAL AUDIENCE (Households (000) & %)			6,340 8.7		5,320 7.3										9,260 12.7				
	CBS TV	Guiding Light										All In The Family							CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)			5,320 7.3		4,590 6.3										8,090 11.1				
	SHARE OF AUDIENCE %			25*		22										27				
	AVG. AUD. BY 1/4 HR. %	6.7		6.6		6.8		7.7		5.9		6.6				11.0		11.1		
1	TOTAL AUDIENCE (Households (000) & %)	6,710 9.2														8,890 12.2				
	NBC TV	Another World										NBC Nightly News								
	AVERAGE AUDIENCE (Households (000) & %)	5,180 7.1		6.6*		7.5*										7,650 10.5				
	SHARE OF AUDIENCE %	26		24*		26*										26				
	AVG. AUD. BY 1/4 HR. %	6.4		7.0		7.5		7.5								10.5		10.6		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		7,510 10.3				5,180 7.1										7,000 9.6																	
	ABC TV		General Hospital										Edge of Night										ABC World News Tonight											
	AVERAGE AUDIENCE (Households (000) & %)		5,690 7.8		7.6*				8.0*		4,450 6.1						5,900 8.1																	
	SHARE OF AUDIENCE %		27		27 *				27 *		21						20																	
	AVG. AUD. BY 1/4 HR. %		7.7		7.5		7.9		8.0		6.1		6.2				7.8		8.4															
	TOTAL AUDIENCE (Households (000) & %)				7,290 10.0				4,810 6.6								9,550 13.1																	
	CBS TV		Guiding Light										All In The Family										Match Game '78										CBS Evening News with Walter Cronkite	
	AVERAGE AUDIENCE (Households (000) & %)				5,980 8.2				4,300 5.9								8,310 11.4																	
	SHARE OF AUDIENCE %				26 *		28		21								28																	
	AVG. AUD. BY 1/4 HR. %		7.4		7.2		7.7		8.7		5.7		6.1				11.2		11.6															
TOTAL AUDIENCE (Households (000) & %)		7,070 9.7																8,970 12.3																
NBC TV		Another World (1)																				NBC Nightly News												
AVERAGE AUDIENCE (Households (000) & %)		5,470 7.5		7.2*				7.9*										7,580 10.4																
SHARE OF AUDIENCE %		26		26 *				27 *										26																
AVG. AUD. BY 1/4 HR. %		7.0		7.4		8.0		7.8										10.3		10.6														
TV HOUSEHOLDS USING TV WK 1		26.7	27.5	27.8	28.7	28.3	29.2	29.2	30.7	31.7	33.5	34.7	37.1	39.5	40.1	40.3	40.9																	
(See Def. 1) WK 2		27.9	28.7	29.0	29.8	28.8	29.7	28.9	29.9	30.6	32.7	34.3	36.0	38.3	39.8	40.2	41.3																	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	ABC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E E K 2	CBS TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		
W E E K 3	NBC TV																		
	TOTAL AUDIENCE (Households (000) & %)																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE %																		
	AVG. AUD. BY ¼ HR. %																		

W E K 2	TOTAL AUDIENCE (Households (000) & %)						1,310 1.8		2,330 3.2		3,500 4.8		2,620 3.6		4,010 5.5		5,030 6.9												
	ABC TV								Dynomutt Dog Wonder (OP)		All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III										
	AVERAGE AUDIENCE (Households (000) & %)						1,090		1,750		2,840		2,190		3,130		4,080												
	SHARE OF AUDIENCE %						1.5		2.4		3.9		3.0		4.3		5.6												
	AVG. AUD. BY ¼ HR. %						22		24		28		18		20		25												
						1.3		1.7		2.1		2.8		3.9		3.9		2.7		3.2		4.4		4.3		5.5		5.7	
E K 2	TOTAL AUDIENCE (Households (000) & %)						2,260 3.1		3,060 4.2		3,940 5.4		5,900 8.1		6,930 9.5		5,390 7.4												
	CBS TV						Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/Road Runner1		Bugs Bunny/Road Runner2 (OP)		Bugs Bunny/Road Runner3 (OP)		Batman/Tarzan Adventure I (OP)												
	AVERAGE AUDIENCE (Households (000) & %)						1,900		2,480		3,060		4,960		6,050		4,670												
	SHARE OF AUDIENCE %						2.6		3.4		4.2		6.8		8.3		6.4												
	AVG. AUD. BY ¼ HR. %						24		26		29		37		38		32												
						2.4		2.9		3.2		3.6		3.7		4.8		6.4		7.2		8.3		8.3		6.5		6.4	
TV HOUSEHOLDS USING TV	TOTAL AUDIENCE (Households (000) & %)						1,530 2.1		2,410 3.3		3,130 4.3		3,350 4.6		3,650 5.0		4,230 5.8												
	NBC TV				I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther												
	AVERAGE AUDIENCE (Households (000) & %)						1,170		2,040		2,620		2,770		2,920		3,570												
	SHARE OF AUDIENCE %						1.6		2.8		3.6		3.8		4.0		4.9												
	AVG. AUD. BY ¼ HR. %						24		28		26		22		20		23												
						1.1		2.0		2.6		3.1		3.4		3.7		3.9		3.7		4.3		4.5		5.3			
		WK 1		3.3	4.0	5.0	6.3	7.7	9.5	11.2	13.8	16.2	17.6	18.8	19.8	20.5	21.1	20.8	21.2										
		WK 2		2.6	3.5	4.2	5.2	6.8	8.6	10.0	11.8	13.9	15.3	17.0	18.4	20.7	21.9	21.6	22.3										

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,420 8.8		5,180 7.1		4,810 6.6		6,270 8.6										
AVERAGE AUDIENCE (Households (000) & %)	4,960 6.8		4,160 5.7		3,940 5.4		3,790 5.2										
SHARE OF AUDIENCE %	33		29		27		25		5.0*		5.3*						
AVG. AUD. BY 1/4 HR. %	7.5	6.1	5.6	5.7	5.7	5.1	4.7	5.4	5.2	5.4							
	Scooby's All-Star Laff-A-Lympics IV (OP) Krofft Supershow '78-I Krofft Supershow '78-II (OP) American Bandstand '78																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	6,200 8.5		4,740 6.5		3,940 5.4		5,030 6.9		4,300 5.9		3,790 5.2						
AVERAGE AUDIENCE (Households (000) & %)	5,100 7.0		3,650 5.0		3,060 4.2		3,940 5.4		3,570 4.9		3,130 4.3						
SHARE OF AUDIENCE %	34		25		21		25		22		20						
AVG. AUD. BY 1/4 HR. %	6.7	7.2	5.1	4.9	4.1	4.3	5.3	5.4	4.5	5.2	4.5	4.1					
	Batman/Tarzan Adventure II (OP) Secrets of Isis (OP) Fat Albert and the Cosby Kids (OP) Space Academy (OP) What's New, Mister Magoo? (OP) CBS Saturday Film Festival "WAX WORKS" & "AIRBORNE" (OP)																
K																	
1																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,570 4.9		3,940 5.4		4,230 5.8		3,790 5.2										
AVERAGE AUDIENCE (Households (000) & %)	2,620 3.6		3,130 4.3		3,500 4.8		3,130 4.3										
SHARE OF AUDIENCE %	17		22		24		21										
AVG. AUD. BY 1/4 HR. %	3.8	3.5	4.1	4.4	4.4	5.2	4.4	4.3									
	Baggy Pants & the Nitwits (I) Space Sentinels (I) Land of the Lost (I) Thunder (I)																

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6																
AVERAGE AUDIENCE (Households (000) & %)	5,250 7.2																
SHARE OF AUDIENCE %	30																
AVG. AUD. BY 1/4 HR. %	7.1	7.2															
	Scooby's All-Star Laff-A-Lympics IV (OP) Rites for a Pope (11:30-2:14PM)(SUS.)																
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,610 7.7																
AVERAGE AUDIENCE (Households (000) & %)	4,670 6.4																
SHARE OF AUDIENCE %	30																
AVG. AUD. BY 1/4 HR. %	5.9	6.8															
	Batman/Tarzan Adventure II (OP) CBS News Special Report (11:30-2:09PM)(SUS.)																
K																	
2																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,720 5.1												11,450 15.7				
AVERAGE AUDIENCE (Households (000) & %)	2,990 4.1												5,030 6.9				
SHARE OF AUDIENCE %	18												25	6.0*		7.8*	
AVG. AUD. BY 1/4 HR. %	4.0	4.2											5.0	6.4	7.5	8.1	
	Baggy Pants & the Nitwits (I) Pope Paul Funeral (11:30-2:10PM)(SUS.) NBC Major League Baseball— "PHILADELPHIA VS. PITTSBURGH" & "MILWAUKEE VS. BOSTON" (2:10-5:00PM)																
TV HOUSEHOLDS USING TV WK 1	21.0	19.8	20.0	20.1	19.4	21.3	21.7	21.6	21.5	22.1	21.4	21.4	22.0	22.8	23.4	24.8	
(See Def. 1) WK 2	23.2	23.8	22.7	22.4	22.8	22.5	22.5	22.9	23.2	23.9	23.9	24.1	24.2	24.1	25.4	26.8	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. AUG. 12, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. AUG. 5, 1978

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)				11,370 15.6								7,580 10.4						
	ABC TV					ABC Wide World of Sports										PGA Championship (5:30-7:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)				4,670 6.4								3,650 5.0				4,620 8.8		
	SHARE OF AUDIENCE %				22								15				21		
	AVG. AUD. BY ¼ HR. %				5.2								5.1				6.9		
	TOTAL AUDIENCE (Households (000) & %)								6,780 9.3										
	CBS TV								CBS Sports Spectacular										
	AVERAGE AUDIENCE (Households (000) & %)								3,650 5.0								5,250 7.2		
	SHARE OF AUDIENCE %								17								17		
	AVG. AUD. BY ¼ HR. %								4.4								6.9		
	TOTAL AUDIENCE (Households (000) & %)							13,490 18.5										4,590 6.3	
	NBC TV								NBC Major League Baseball (1) "LOS ANGELES VS. SAN FRANCISCO" & "PHILADELPHIA VS. PITTSBURGH" (4:07-6:40PM)(2)										(3)
	AVERAGE AUDIENCE (Households (000) & %)							6,490 8.9									4,370 6.0		
	SHARE OF AUDIENCE %							29									31		
	AVG. AUD. BY ¼ HR. %							6.4									5.7		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)										8,970 12.3						2,840 3.9		
	ABC TV										ABC Wide World of Sports								ABC World News Tonight - Saturday
	AVERAGE AUDIENCE (Households (000) & %)										4,080 5.6						2,190 3.0		
	SHARE OF AUDIENCE %										18						9		
	AVG. AUD. BY ¼ HR. %										5.2						2.6		
	TOTAL AUDIENCE (Households (000) & %)	15,890 21.8															8,090 11.1		
	CBS TV								NFL Pre-Season Football "DALLAS VS. DENVER" (3:00-6:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)	7,070 9.7							9,170 12.6								6,110 8.4		
	SHARE OF AUDIENCE %	33							32								27		
	AVG. AUD. BY ¼ HR. %	6.0							10.1								9.2		
	TOTAL AUDIENCE (Households (000) & %)										8,020 11.0						5,180 7.1		
	NBC TV								NBC Major League Baseball "PHILADELPHIA VS. PITTSBURGH" & "MILWAUKEE VS. BOSTON" (2:10-5:00PM)										
	AVERAGE AUDIENCE (Households (000) & %)								3,650 5.0								3,940 5.4		
	SHARE OF AUDIENCE %								17								16		
	AVG. AUD. BY ¼ HR. %								4.3								5.4		
TV HOUSEHOLDS USING TV	WK 1	25.4	26.1	26.6	27.1	28.1	28.7	28.7	29.5	30.2	31.2	31.2	30.9	33.2	34.4	34.5	35.6		
	(See Def. 1)																		
	WK 2	27.1	28.2	29.0	30.5	30.1	29.6	29.6	30.4	29.2	29.0	29.6	31.0	33.9	33.6	34.1	34.8		

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(1) "NBC MAJOR LEAGUE PRE GAME", (4:00-4:07PM), FOR RATINGS, SEE OP. PAGES.

(2) FOR REMAINING RATINGS, SEE OP. PAGES.

(3) "NBC NIGHTLY NEWS-SAT.", (6:40-7:00PM).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SAT. AUG. 12, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 6, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	2,620 3.6
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,110 2.9
	SHARE OF AUDIENCE %																	17
	AVG. AUD. BY ¼ HR. %																	2.6 3.2
	TOTAL AUDIENCE (Households (000) & %)																	950 1.3
	CBS TV																	1,240 1.7
	AVERAGE AUDIENCE (Households (000) & %)																	800 1.1
	SHARE OF AUDIENCE %																	10
	AVG. AUD. BY ¼ HR. %																	.9 1.2 1.3 1.5
	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	2,620 3.6
	ABC TV																	Jabberjaw (OP)
	AVERAGE AUDIENCE (Households (000) & %)																	2,260 3.1
	SHARE OF AUDIENCE %																	18
	AVG. AUD. BY ¼ HR. %																	2.9 3.3
	TOTAL AUDIENCE (Households (000) & %)																	800 1.1
	CBS TV																	1,240 1.7
	AVERAGE AUDIENCE (Households (000) & %)																	510 .7
	SHARE OF AUDIENCE %																	6
	AVG. AUD. BY ¼ HR. %																	.5 .9 1.4 1.4
	TOTAL AUDIENCE (Households (000) & %)																	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV WK 1		2.5	2.7	3.2	3.9	5.5	6.8	8.3	9.3	10.8	13.1	14.3	15.0	15.2	16.3	17.2	17.6	
(See Def. 1) WK 2		2.9	3.0	3.2	4.1	5.4	6.5	7.4	9.1	10.2	12.3	13.3	14.6	16.0	16.7	17.6	17.8	

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. AUG. 13, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 6, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	3,060 4.2		2,700 3.7		2,620 3.6												
ABC TV	Great Grape Ape		Animals, Animals, Animals		(OP) Issues And Answers		Directions (SUS.)										
AVERAGE AUDIENCE (Households (000) & %)	2,550 3.5		2,110 2.9		2,040 2.8												
SHARE OF AUDIENCE %	19		15		15												
AVG. AUD. BY 1/4 HR. %	3.4		3.7		2.8		2.9		2.7								
TOTAL AUDIENCE (Households (000) & %)			1,970 2.7								4,960 6.8						
CBS TV	Camera Three (SUS.)		Face the Nation								International Grand Prix Tennis (1:30-4:00PM)						
AVERAGE AUDIENCE (Households (000) & %)			1,530 2.1								1,820 2.5						
SHARE OF AUDIENCE %			10								9						
AVG. AUD. BY 1/4 HR. %			2.1		2.0						2.0		2.0*	2.1	2.6	2.8*	2.8*
TOTAL AUDIENCE (Households (000) & %)							2,700 3.7										
NBC TV							Meet the Press										
AVERAGE AUDIENCE (Households (000) & %)							2,260 3.1										
SHARE OF AUDIENCE %							18										
AVG. AUD. BY 1/4 HR. %							3.1		3.1								

TOTAL AUDIENCE (Households (000) & %)	3,210 4.4		2,620 3.6		2,410 3.3												
ABC TV	Great Grape Ape		Animals, Animals, Animals		(OP) Issues And Answers		Directions (SUS.)										
AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		2,410 3.3		1,750 2.4												
SHARE OF AUDIENCE %	20		18		14												
AVG. AUD. BY 1/4 HR. %	3.6		3.9		3.4		3.1		2.7		2.2						
TOTAL AUDIENCE (Households (000) & %)			2,700 3.7														
CBS TV	Camera Three (SUS.)		Face the Nation														
AVERAGE AUDIENCE (Households (000) & %)			2,480 3.4														
SHARE OF AUDIENCE %			18														
AVG. AUD. BY 1/4 HR. %			3.5		3.3												
TOTAL AUDIENCE (Households (000) & %)							2,480 3.4										
NBC TV							Meet the Press		Religious Series (SUS.)								
AVERAGE AUDIENCE (Households (000) & %)							2,110 2.9										
SHARE OF AUDIENCE %							16										
AVG. AUD. BY 1/4 HR. %							3.0		2.9								
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	18.0	18.9	18.7	19.4	19.1	19.5	19.5	20.1	21.3	23.4	25.2	25.8	26.5	27.7	28.8	29.1	
WK 2	18.2	18.6	18.6	18.3	17.1	18.0	18.8	20.4	21.1	22.4	23.2	24.5	25.1	26.9	27.7	28.1	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. AUG. 6, 1978

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					4,670 6.4		12,100 16.6										
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					3,500 4.8		5,690 7.8										
	SHARE OF AUDIENCE %					16		22		6.3*		6.9*		7.4*		8.4*		8.8*
	AVG. AUD. BY ¼ HR. %					4.5	5.1	6.1		6.5	6.9	7.0	7.3	7.5	8.1	8.6	8.7	8.9
	TOTAL AUDIENCE (Households (000) & %)					8,530 11.7											7,290 10.0	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					3,570 4.9											6,050 8.3	
	SHARE OF AUDIENCE %		2.5*		2.5*	9*	15	12*		14*		16*		18*		21		
	AVG. AUD. BY ¼ HR. %	2.5	2.5	2.5	2.5	3.3	3.7	4.3	4.6	5.1	5.5	6.3	6.2			7.7	8.4	
	TOTAL AUDIENCE (Households (000) & %)					9,110 12.5											6,200 8.5	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					4,740 6.5		6,00*		6.7*		6.7*					5,030 6.9	
	SHARE OF AUDIENCE %					21		19*		22*		20*				18		
	AVG. AUD. BY ¼ HR. %					6.0	6.1	6.7	6.7	6.9	6.6					6.8	7.0	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE %																	
	AVG. AUD. BY ¼ HR. %																	
	TOTAL AUDIENCE (Households (000) & %)					8,090 11.1											7,140 9.8	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					3,500 4.8		5,66*		4,66*		4,22*		4,66*			5,980 8.2	
	SHARE OF AUDIENCE %					16		20*		15*		14*		15*		23		
	AVG. AUD. BY ¼ HR. %					5.9		5.3	4.8	4.5	4.3	4.1	4.1	5.2		7.6	8.9	
	TOTAL AUDIENCE (Households (000) & %)					3,210 4.4		9,260 12.7									5,540 7.6	
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					2,260 3.1		5,320 7.3		6,55*		7,55*		7,88*			4,450 6.1	
	SHARE OF AUDIENCE %					11		24		23*		25*		25*		17		
	AVG. AUD. BY ¼ HR. %					3.3	2.8	6.1	7.0	7.4	7.5	8.1	7.6			5.7	6.4	
TV HOUSEHOLDS USING TV		WK 1	29.4	29.2	28.7	29.2	29.8	30.9	30.9	31.7	32.4	33.5	33.0	35.1	37.1	38.3	38.6	39.6
(See Def. 1)		WK 2	29.1	29.3	28.9	28.7	28.8	29.6	30.3	31.1	31.3	32.2	31.9	32.1	33.5	36.2	36.3	37.1

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS	%	HOUSEHOLDS	SHARE		HOUSEHOLDS	%	HOUSEHOLDS	SHARE			
					(000)	%	(000)	%	%	(000)	%	(000)	%	%	%	
EVENING MONDAY																
	ABC	10.27-10.28PM	ABC NEWSBRIEF-MON(B)	10.15	5,690	7.8	5,690	7.8	14	7.8						
	ABC	11.30-12.04AM	SOAP-MON	11.30	6,780	9.3	5,610	7.7	26	8.2	6,710	9.2	5,830	8.0	25	8.0
				11.45				7.9*	26*	7.5				8.1*	25*	8.2
				12.00						6.7						7.1
	ABC	12.04- 1.06AM	POLICE STORY-MON	12.00	5,180	7.1	3,860	5.3	27	5.7	4,880	6.7	3,500	4.8	22	5.6
		12.04-12.57AM		12.15				5.5*	24*	5.3				5.2*	21*	4.9
				12.30						5.1						4.5
				12.45				5.2*	29*	5.3				4.5*	24*	4.5
				1.00						5.1						
EVENING TUESDAY																
	ABC	11.30-12.04AM	SOAP-TUE	11.30	6,340	8.7	5,610	7.7	27	7.8	8,020	11.0	6,780	9.3	30	9.6
				11.45				7.7*	27*	7.6				9.4*	30*	9.3
				12.00						7.2						8.1
	ABC	12.04- 1.15AM	TUESDAY MOVIE OF THE WEEK	12.00	4,740	6.5	2,700	3.7	18	5.3	5,610	7.7	3,790	5.2	24	6.4
		12.04- 1.02AM		12.15				4.7*	20*	4.4				5.8*	24*	5.3
				12.30						3.6						4.8
				12.45				3.3*	17*	3.1				4.8*	24*	4.9
				1.00						2.7						4.7

EVENING WEDNESDAY

ABC	11.30-12.34AM	POLICE STORY-WED	11.30	6,780	9.3	4,740	6.5	22	8.1	7,000	9.6	4,520	6.2	22	6.9
			11.45				7.5*	24*	6.9				6.7*	22*	6.4
			12.00						5.9						5.9
			12.15				5.7*	21*	5.5				5.9*	23*	6.0
			12.30						4.4						5.0
ABC	12.34- 1.30AM	WED. MYSTERY OF THE WEEK	12.30	3,500	4.8	2,410	3.3	19	4.0	3,500	4.8	2,620	3.6	23	3.8
	12.34- 1.38AM		12.45				3.7*	19*	3.5				3.8*	20*	3.8
			1.00						3.1						3.6
			1.15				3.0*	19*	2.9				3.5*	25*	3.4
			1.30												3.2

EVENING THURSDAY

ABC	11.30-12.37AM	STARSKY AND HUTCH-11:30	11.30	7,870	10.8	5,390	7.4	27	8.0	8,090	11.1	5,540	7.6	26	8.3
			11.45				7.8*	24*	7.6				8.0*	24*	7.7
			12.00						7.4						7.4
			12.15				7.5*	29*	7.5				7.4*	28*	7.4
			12.30						5.7						6.6
ABC	12.37- 1.24AM	STREETS OF SAN FRANCISCO(S)	12.30							4,810	6.6	3,650	5.0	28	5.2
			12.45										4.9*	24*	4.7
			1.00												5.0
			1.15										5.0*	31*	5.1
ABC	12.37- 1.14AM	TOMA	12.30	3,350	4.6	2,700	3.7	22	4.1						
			12.45				3.8*	21*	3.7						
			1.00						3.5						

EVENING FRIDAY

ABC	12.00- 1.05AM	BARETTA-11:30PM	11.30							5,690	7.8	3,860	5.3	18	5.1
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A 37 CONT'D
U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOURS)

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR		
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %		HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)	SHARE %			
EVENING FRIDAY CONT'D																
ABC 12.00- 1.05AM BARETTA-11:30PM-CONT'D				11.45										5.3*	17*	5.6
				12.00	4,450	6.1	2,770	3.8	15	2.9					5.7	
				12.15				3.2*	12*	3.4			5.5*	20*	5.2	
				12.30						3.9					4.6	
				12.45				4.2*	18*	4.6						
				1.00						4.3						
ABC 11.30-12.00MD PGA CHAMPIONSHIP-FRI(S)				11.30	3,500	4.8	2,700	3.7	11	4.2						
				11.45						3.2						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL				1.00	5,250	7.2	2,480	3.4	24	4.5	5,180	7.1	2,920	4.0	30	4.5
				1.15				4.1*	23*	3.7			4.3*	25*	4.1	
				1.30						3.7					4.0	
				1.45				3.6*	26*	3.5			4.0*	32*	4.0	
				2.00						2.5					3.9	
				2.15				2.4*	25*	2.3			3.6*	35*	3.3	
EVENING SATURDAY																
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.				9.45	12,390	17.0	12,390	17.0	36	17.0	13,560	18.6	13,560	18.6	37	18.6
ABC 11.00-11.15PM ABC WEEKEND REPORT-SAT.				11.00	6,270	8.6	6,120	8.4	18	8.4	5,690	7.8	5,610	7.7	17	7.7
CBS 8.58- 8.59PM NEWSBREAK-SAT.				8.45	7,070	9.7	7,070	9.7	23	9.7	5,760	7.9	5,760	7.9	18	7.9

NBC	8.58- 8.59PM	NBC NEWS UPDATE-SAT.	8.45	9,330	12.8	9,330	12.8	30	12.8	6,200	8.5	6,200	8.5	19	8.5	
NBC	11.30-12.49AM	SATURDAY NIGHT	11.30	11,660	16.0	7,440	10.2	32	11.0	11,080	15.2	6,850	9.4	31	10.5	
	11.30-12.52AM		11.45				11.2*	32*	11.3				10.3*	30*	10.1	
			12.00						10.1						9.5	
			12.15				9.9*	32*	9.7				9.4*	32*	9.4	
			12.30						9.3						8.3	
			12.45						7.8				8.2*	32*	8.1	
EVENING SUNDAY																
ABC	8.58- 8.59PM	ABC NEWSBRIEF-SUN.	8.45	8,460	11.6	8,460	11.6	24	11.6	10,570	14.5	10,130	13.9	28	13.9	
	8.57- 8.59PM															
CBS	8.58- 8.59PM	NEWSBREAK-SUN.	8.45							10,640	14.6	10,640	14.6	30	14.6	
NBC	8.57- 8.59PM	NBC NEWS UPDATE-SUN.	8.45	11,880	16.3	11,590	15.9	33	15.9	9,110	12.5	9,110	12.5	25	12.5	
	8.58- 8.59PM															
NBC	12.15- 2.17AM	NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16			2.9*	16*	2.9	FOR RTGS SEE PAGE A-17			2.1*	12*	1.9	
	11.30- 1.29AM		1.00						2.8						2.0	
			1.15				2.7*	18*	2.7				1.9*	14*	1.9	
			1.30						2.8							
			1.45				2.8*	26*	2.7							
			2.00						2.5							
			2.15						1.6							
EVENING MONDAY-FRIDAY																
ABC	9.58- 9.59PM	ABC NEWSBRIEF-M-F	TU-F	8.45	11,230	15.4	11,230	15.4	30	12.8	9,770	13.4	9,770	13.4	25	9.3
			M-F	9.15						13.1						15.6
				9.45						17.8						15.7
CONT'D																

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR	WEEK 1							WEEK 2						
	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	
	HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY-FRIDAY CONT'D														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F-CONT'D														10.5
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	10.30 8.45 9.00	7,800	10.7	8,090	11.1	22	11.6 6.4	8,890	12.2	9,040	12.4	25	12.1
CBS 1.14- 2.14AM LATE MOVIE II	TU-TH	12.00 12.15 12.30 12.45 1.00 1.15 1.30	4,670	6.4	3,570	4.9 5.6*	28 22*	6.2 5.3 5.0 4.9 4.7 4.4 4.7	3,790	5.2	2,840	3.9 4.8*	22 18*	5.2 4.6 4.4 4.3 3.5 3.4 3.3
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45 9.00 9.15	7,870	10.8	7,870	10.8	21	9.9 10.0 14.1	8,090	11.1	8,090	11.1	22	8.7 14.7 14.8
DAY MONDAY-FRIDAY														
CBS 10.00-11.00AM MAGAZINE(S)	THU.	10.00 10.15 10.30 10.45	5,760	7.9	3,210	4.4 4.0*	23 22*	3.9 4.1 4.9 4.6						

CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	4,370	6.0	3,940	5.4	22	5.4	4,670	6.4	4,300	5.9	23	5.9
DAY SATURDAY														
ABC 8.25- 8.29AM SCHOOLHOUSE ROCK- 8.25AM		8.15	2,550	3.5	2,110	2.9	33	2.9	1,460	2.0	1,310	1.8	23	1.8
ABC 9.25- 9.29AM SCHOOLHOUSE ROCK- 9.25AM		9.15	3,650	5.0	3,350	4.6	28	4.6	2,770	3.8	2,550	3.5	24	3.5
ABC 10.25-10.29AM SCHOOLHOUSE ROCK-10.25AM		10.15	4,080	5.6	3,790	5.2	26	5.2	4,370	6.0	3,790	5.2	24	5.2
ABC 11.25-11.29AM SCHOOLHOUSE ROCK-11.25AM		11.15	4,520	6.2	4,160	5.7	28	5.7	5,540	7.6	5,030	6.9	28	6.9
ABC 12.25-12.29PM SCHOOLHOUSE ROCK-12.25PM		12.15	3,860	5.3	3,430	4.7	23	4.7						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM		8.15	1,680	2.3	1,600	2.2	23	2.2	2,110	2.9	1,900	2.6	22	2.6
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM		8.45	2,840	3.9	2,620	3.6	26	3.6	2,770	3.8	2,620	3.6	26	3.6
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM		9.45	5,320	7.3	4,880	6.7	34	6.7	5,610	7.7	5,470	7.5	39	7.5
CBS 10.26-10.29AM IN THE NEWS-10.26AM		10.15	5,610	7.7	5,180	7.1	34	7.1	6,270	8.6	5,690	7.8	35	7.8
CBS 10.56-10.59AM IN THE NEWS-10.56AM		10.45	4,520	6.2	4,370	6.0	28	6.0	4,880	6.7	4,670	6.4	31	6.4
CBS 11.26-11.29AM IN THE NEWS-11.26AM		11.15	5,250	7.2	4,740	6.5	33	6.5	5,390	7.4	5,100	7.0	32	7.0
CBS 11.56-11.59AM IN THE NEWS-11.56AM		11.45	3,720	5.1	3,130	4.3	21	4.3						
CBS 12.26-12.29PM IN THE NEWS-12.26PM		12.15	3,350	4.6	2,990	4.1	19	4.1						
CBS 12.56-12.59PM IN THE NEWS-12.56PM		12.45	4,300	5.9	4,010	5.5	25	5.5						
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM		1.15	3,860	5.3	3,790	5.2	24	5.2						
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM		1.45	3,060	4.2	2,840	3.9	18	3.9						
NBC 4:07- 6.40PM NBC MAJOR LEAGUE BASEBALL		6.30						9.2						
NBC 4.00- 4.07PM NBC MAJOR LEAGUE PRE GAME		4.00	5,690	7.8	4,450	6.1	22	6.1						
DAY SUNDAY														
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	2,260	3.1	2,190	3.0	17	3.0	2,550	3.5	2,330	3.2	18	3.2

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1				WEEK 2							
DAY	NETWORK	TIME (N.Y.T.)	PROGRAM	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	SHARE %		
DAY SUNDAY CONT'D															
ABC		11.55-11.59AM	SCHOOLHOUSE ROCK-11.55AM	11.45	2,410	3.3	2,330	3.2	16	3.2	2,480	3.4	2,190	3.0	3.0
CBS		9.26- 9.29AM	IN THE NEWS- 9.26AM	9.15	870	1.2	870	1.2	10	1.2	950	1.3	950	1.3	1.3
CBS		9.56- 9.59AM	IN THE NEWS- 9.56AM	9.45	1,170	1.6	1,090	1.5	10	1.5	1,170	1.6	1,090	1.5	1.5

August 25, 1978

POPE PAUL VI LAID TO REST
AS MILLIONS MOURN

On Saturday, August 12, 1978, the funeral mass for Pope Paul VI was held in St. Peter's Square, Rome.

These solemnities were carried by the three national television networks at 11:30AM-2:09PM NY Time. NTI estimates of the audience reached by their combined facilities are as follows:

HOUSEHOLDS

	<u>Percent</u>	<u>Millions</u>
Total Duration		
Total Audience	29.6	21.6
Average Audience	13.3	9.7
By Half-Hour (Avg. Aud.)		
11:30AM-12:00NN	13.9	10.1
12:00NN-12:30PM	13.5	9.8
12:30-1:00PM	12.6	9.2
1:00-1:30PM	13.4	9.8
1:30-2:00PM	13.2	9.6